

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 04311 030701Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----057333 030732Z /17

R 030603Z AUG 77
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 8672
UREVDFL/USDA WASHDC

UNCLAS KUWAIT 4311

STATE FOR NEA/ARP
USDA FOR FAS/W

E.O. 11652: N/A
TAGS: BEXP, BAGB, KU
SUBJECT: PROPOSED FOOD EXHIBIT

REF: (A) STATE 171487, (B) KUWAIT 3157

1. WE APPRECIATE INTEREST AND BACKING SHOWN BY FAS FOR PROPOSED FOOD EXHIBIT, BUT WE SUGGEST THAT FAS OFFICER/ AREA SPECIALIST COME TO KUWAIT IN LATE 77 OR EARLY 78 TO EVALUATE MARKET AS SUGGESTED IN REFTEL B BEFORE BEGINNING PLANNING FOR EXHIBIT.

2. SINCE THE KUWAIT SUPPLY COMPANY (KSC) BUYS FOR THE COOPERATIVE SOCIETIES AND ACCOUNTS FOR 70 PERCENT OF THE FOOD IMPORTS TO KUWAIT, IT SHOULD BE THE PRIMARY TARGET OF ANY U.S. TRADE PROMOTION EFFORT RATHER THAN PRIVATE FOOD IMPORTERS. KSC'S PREVIOUS POSITION HAS BEEN THAT US GOODS, ALTHOUGH EXCELLENT IN QUALITY, ARE NOT COMPETITIVE. THEY HAVE BASED THIS SUPPOSITION ON THE PRICE QUOTATIONS GIVEN THEM BY VISITING FOOD BROKERS. GIVEN SIZE OF U.S. FOOD MARKET, THERE SHOULD BE SEVERAL CATEGORIES OF FOOD IMPORTS IN WHICH THE US IS COMPETITIVE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 KUWAIT 04311 030701Z

3. COMMERCIAL OFFICER MET WITH MANAGMENT OF KSC AND DISCUSSED POSSIBLE OPPORTUNITIES FOR US FOOD SALES TO KSC. KSC PROMISED TO COLLATE A LISTING OF FOOD ITEMS IMPORTED AND THEIR PRICES. WE WILL SEND COPY OF LISTING TO USDA/FAS UPON RECEIPT.

4. ACTION REQUESTED: UPON RECEIPT OF ITEM LISTING, REQUEST THAT FAS/W MAKE ESTIMATE OF FOOD CATEGORIES IN WHICH US IS PRICE-COMPETITIVE. IN SO DOING, FREIGHT COSTS TO KUWAIT WILL, OF COURSE, HAVE TO BE CONSIDERED. IF NUMBER OF FOOD PRODUCTS ARE PRICE COMPETITIVE, FAS REP COULD USEFULLY DISCUSS THEM WITH KSC DURING VISIT TO KUWAIT.

5. HOWEVER, EVEN IF NUMBER OF US PRODUCTS ARE COMPETITIVE, CAREFUL CONSIDERATION WOULD NEED TO BE GIVEN TO WHETHER FOOD SHOW WOULD BE NECESSARY, SINCE ONE CUSTOMER ACCOUNTS FOR BULK OF KUWAITI FOOD IMPORTS. FAS ENCOURAGEMENT OF VARIOUS AMERICAN SUPPLIERS TO CONTACT AND PERHAPS VISIT KSC MIGHT BE EQUALLY EFFECTIVE MEANS OF PROMOTION US FOOD SALES TO KUWAIT, AND INVOLVE CONSIDERABLY LESS EFFORT ON PART OF FAS AND EMBASSY. RATHER THAN REHASH LOGISTICAL AND ADMINISTRATIVE REQUIREMENTS NECESSARY FOR A WELL-PLANNED FOOD EXHIBIT IN KUWAIT, WE SUGGEST FAS CONTACT STATE/NEA/APR'S ZIOLKOWSKI, PREVIOUS COMMERCIAL OFFICER IN KUWAIT, FOR HIS SEASONED VIEWS AND KNOWLEDGE ON SUBJECT.
MAESTRONE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 03-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977KUWAIT04311
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770277-1007
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197708102/aaaaditl.tel
Line Count: 86
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 438c144f-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 171487, 77 KUWAIT 3157
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1406984
Secure: OPEN
Status: NATIVE
Subject: PROPOSED FOOD EXHIBIT
TAGS: BEXP, BAGB, KU
To: STATE AGR
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/438c144f-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009